

# ANNUAL EEO PUBLIC FILE REPORT

WMBD

August 1, 2015 – July 31, 2016

The purpose of the EEO Public File Report ("Report") is to comply with Section 73.2080(c) (6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WMBD

The information contained in this Report covers the time period beginning August 1, 2015 to and including July 31, 2016 (the "Applicable Period"). The FCC's EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c) (2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled "Recruitment Sources Utilized" refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed "filled" when the hiree began work. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or by e-mail.

# Appendix 1 to Annual EEO Public File Report

Covering the Period August 1, 2015 – July 31, 2016

Station(s) Comprising the Station Employment Unit: WMBD

## Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hire	Number of Applicants Interviewed	Recruitment Sources Utilized
1	General Manager	8/12/2015	F	2	A, C-D, F, I-Z
2	Director of Sales	11/16/2015	A	7	A, C-D, I-Z
3	Account Executive	10/14/2015	F	3	A-C-D, F, I-Z, CC, DD
4	Account Executive	3/09/2016	F	5	A-C-D, F, I-Z, CC, DD
5	Account Executive	3/28/2016	F	2	A-C-D, F, I-Z, CC, DD
6	Research Coordinator	1/18/2016	F	1	A, C-D, F, I-Z, HH
7	Master Control Operator/Director	5/16/2016	F	2	A, C-D, F, I-Z, CC, DD
8	Producer	1/5/2016	F	4	A, C-D, F, I-Z
9	Producer	2/1/2016	F	4	A, C-D, F, I-Z
10	Weekend Meteorologist/Reporter	6/27/2016	JJ	3	A, C-D, I-Z, EE-GG
11	Producer	5/16/2016	A	5	A, C-D, I-Z, CC, DD
12	Assistant News Director/Managing Editor	7/5/2016	F	4	A, C-D, F, I-Z
13	Master Control Operator	7/1/2016	DD	2	A, C-E, I-Z, CC, DD
14	Photographer	5/1/2016	E	1	E
15	Chief Engineer	7/11/2016	E	3	A, C-E, I-Z
16	News Director	5/25/2016	D	3	A, C-E, I-Z
Total Number of Persons Interviewed During Applicable Period: 51					

## Appendix 2 to Annual EEO Public File Report

Covering the Period from August 1, 2015 – July 31, 2016

Station(s) Comprising the Station Employment Unit: WMBD

### Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	Nexstar.com	Administrative	545 E. John Carpenter Freeway, Suite 700, Irving, TX 75062	972-373-8800	Y	8
B	On Air Commercials	LSM	3131 N. University St., Peoria, IL 61604	309-688-3131	Y	2
C	WMBD Station Bulletin Board	HR	3131 N. University St., Peoria, IL 61604	309-688-3131	Y	3
D	www.CiProud.com	HR	3131 N. University St., Peoria, IL 61604	309-688-3131	Y	5
E	Internal Transfer/Promotion	Dept. Manager	3131 N. University St., Peoria, IL 61604	309-688-3131	Y	2
F	Employee Referral	None	3131 N. University St., Peoria, IL 61604	309-688-3131	N	13
G	WMBD Internship	GM	3131 N. University St., Peoria, IL 61604	309-688-3131	Y	0
H	TV Jobs.com	Mark Halloway	www.tvjobs.com	800-374-0119	N	12
I	Air Force Recruiting Office	Chris Creamer	3502 W. Willow	None	N	0

		Franklin Ewing	Knolls, Peoria, IL 61614			
J	DHS Office of Rehabilitation	Denise Baldwin	2970 Court St., Pekin, IL 61554	None	N	0
K	Women in Management	Nancy Haines	PO Box 9560, Springfield, IL 62791	None	N	0
L	Western Illinois University	Career Center	Sherman Hall 116, Macomb, IL 61455	None	N	0
M	Illinois Central College	Dawn Gries	One College Dr., East Peoria, IL 61611	None	N	0
N	Navy Recruiting Station	Jake Hathcock	3508 W. Willow Knolls, Peoria, IL 61614	None	N	0
O	Midstate College	Career Services	411 W. Northmoor, Peoria, IL 61614	None	N	0
P	Goodwill Industries of Central Illinois	Johanna Wagner	2319 E. War Memorial, Peoria, IL 61614	None	N	0
Q	Marine Corp Recruiting Command	Kevin Zimmerman	3506 W. Willow Knolls, Peoria, IL 61614	None	N	0
R	Friendship House	Roz Burger	800 NE Madison Ave., Peoria, IL 61603	None	N	0
S	Eureka College	Career Center	600 E. College Ave, Eureka, IL 61530	None	N	0
T	Columbia College-Chicago	Matt Green	600 S. Michigan Ave., Chicago, IL 60605	None	N	0
U	Bradley University	Lisa Curtis Paul Gullifor	Smith Career Center 1501 W. Bradley Ave, Peoria, IL 61625	None	N	0
V	Navy Recruiting Station	Daniel Przybylinski	3508 W. Willow Knolls, Peoria, IL	None	N	0

			61614			
W	NAACP	Donald Jackson Mike Williams	457 Fulton St., Suite 218 Peoria, IL 61602	None	N	0
X	ISU	Bob Carroll	2525 Career Center, Bloomington, IL 61790	None	N	0
Y	IDES	Vince Knight	406 Elm St., Peoria, IL 61605	None	N	0
Z	INBA	Bob Roberts	#1 University Circle, Macomb, IL 61455	None	N	0
AA	TVNewsCheck.com		NewsCheckMedia 24 W. Lancaster Ave., suite 205, Ardmore, PA 19003	None	N	1
CC	ISU Career Fair	Career Center	Bloomington, IL	None	Y	0
DD	Bradley Career Fair	Career Center	Peoria, IL	None	Y	2
EE	SimplyHired.com	None	www.simplyhired.com	None	N	1
FF	LinkedIn.com	None	www.linkedin.com	None	N	1
GG	Youtube.com	None	www.youtube.com	None	N	1
HH	Monster.com	None	www.monster.com	None	N	0

# Appendix 3 to Annual EEO Public File Report

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## Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WMBD

	Recruitment Initiative	Description
1	The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	We have an internship program where college students intern in News. The program is ongoing. This year WMBD had 4 interns. Interns came from: Illinois State University (2) 1–Spring 2016, 1 – Summer 2015; Bradley (1) Spring 2015.
2	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	WMBD News Director, Local Sales Manager & HR staffed a booth at Bradley Career Fair on September 17, 2015. This career fair was attended by Students and Alumni as well as the general public.
3	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	WMBD News Director, Local Sales Manager, CSD & HR staffed a booth at ISU Career Fair on October 8, 2015. This career fair was attended by Students and Alumni as well as the general public.
4	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	WMBD HR staffed a booth at ISU Career Fair on March 15, 2016. This career fair was attended by Students and Alumni as well as the general public.



5	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	WMBD News Director, CSD & HR staffed a booth at Bradley Career Fair on February 18, 2016. This career fair was attended by Students and Alumni as well as the general public.
6	Participate in activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and other similar activities.	News Director participated in Spring 2015 INBA Broadcast Conference April 24-26, 2015 held at Marriott Hotel in Normal, IL. This conference contained workshops for broadcasting students, as well as, employment opportunities for graduating students.
7	Participate in event or program sponsored by educational institutions relating to career opportunities in broadcasting	News Director participated in Spring Career Fair at Eastern Illinois University Career Fair on March 30, 2016. This career fair was attended by students and alumni.
8	Participate in event or program sponsored by educational institutions relating to career opportunities in broadcasting	News Director, CSD, and Chief Meteorologist participated in Career Day at St. Mary's Grade School in Metamora, IL on May 11, 2016. This Career Day was attended by over 200 students to help them learn what careers are available in broadcasting.
9	Participate in event or program sponsored by educational institutions relating to career opportunities in broadcasting	HR participated as panelist at Career Day sponsored by Bradley University on April 11, 2016. This event was attended by Bradley students and alumni to answer questions that they had on broadcasting careers and educational development.
10	Participate in event or program sponsored by educational institutions relating to career opportunities in broadcasting	HR participated in Lunch & Learn sponsored by Peoria Pathways to Prosperity. This organization is a joint effort between Peoria Public Schools, Peoria Federation of Teachers, City of Peoria, Illinois Central College, Peoria Area Chamber of Commerce, CEO Council and Greater Peoria Economic Development Council working to connect Peoria Public Schools students to career development opportunities here in our region. This Lunch & Learn was designed to orient local businesses in Career software that connects students and businesses for possible career internships and/or employment.
11	Participate in general outreach	WMBD regularly submits all available positions to Local Job Banks

	efforts by such means as job banks or internet programs.	such as IDES, IBA both online and through mailings.
12	Lists upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.	WMBD regularly submits all upper-level positions to local job banks such as IDES, ILBA, and Women in Management, either online or through mailings.
13	Sponsorship of community events designed to inform and educate members of the public as to employment opportunities in broadcasting	News Director, AE, Local Sales Manager, and CSD participated in Bloomington/Normal, IL Twin City Showcase on May 12, 2016. They showcased positions that the station currently had available. The purpose of this event was to present attendees with companies, products, and services that the area has to offer
14	Participate in activities other than those above that is designed to further the goal of dissemination of information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities	News Director, AE, Local Sales Manager, and CSD participated in Bloomington/Normal, IL Twin City Showcase on May 12, 2016. They showcased positions that the station currently had available. The purpose of this event was to present attendees with companies, products, and services that the area has to offer.